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[www.msocalsciences.com](http://www.msocalsciences.com)**Should Indonesian Women Teacher Become Activist?****Ira Dwi Mayangsari<sup>1</sup>, Elis Hernawati<sup>2</sup>**<sup>1</sup>School of Communication and Business, Telkom University, Indonesia<sup>1</sup>School of Applied Science, Telkom University, IndonesiaCorrespondence: Ira Dwi Mayangsari ([iradwi@telkomuniversity.ac.id](mailto:iradwi@telkomuniversity.ac.id))**Abstract**

This study is aimed to explore online behavior of Indonesian women teacher in using her personal facebook account. Netnography methods was used in this research to compare behavior of women who work as a teacher and others who work both as a teacher and an activist. Result showed that according to their personality, the informants are considered as a friendly person who have more than five hundred of friends. Teacher who had overseas education utilize wider source of information from local to global while other who took local education only accessed local information. Further, it can be concluded that teachers who are not activist utilized their facebook to post their photos related to their work and private life while activist teachers employed their account more as tools of political agency, disseminated social and education information rather than showed their personal life.

**Keywords:** facebook, teacher, activist, political agency**Introduction**

Indonesia is a developing country which has more than 200 million people while 2.9 million of them work as a teacher. However, according to data of national teacher certification from Cultural and Education Minister, hundreds of Indonesian teachers are considered in low quality based on their background education and competency's score. To solve this problem, government encourage teachers to use internet to improve their quality. In fact, some of schools have no internet facility in their school (Kompas, 2012).

On other side, Indonesian teachers through their associations attempt to empower themselves. For example, members of Ikatan Guru Indonesia (IGI), an official organization for Indonesian teachers, attended internet courses that provided by community service from university lecturers to accelerate their internet skill. Other activity supported by university also showed in Teachers' Study Community-Komunitas Guru Belajar (KGB) which was established an online and offline chat room for teachers to share their experience and knowledge through social media such as IGI blog, guru Indonesia' account in facebook, suara guru Indonesia (@SGI\_foundation, @AsosiasiGuruPAI) on twitter. Meanwhile, government also support teacher internet literacy with collaboration with private companies. For example in Malang city where government and companies through their corporate social responsibility (CSR) create center of digital learning building to enable teachers to widen their knowledge and experiences.

Overall, this research will explore how Indonesian women teacher use facebook. The research question is what characteristics women teacher have and what news post do they share in facebook.

## Literature Review

### *Online news and Social Media*

According to Pew Research Center, online and digital news consumption continues to increase, with many people now getting news on cell phones, tablets or other mobile platforms. Pews' report in 2010 to 2012 shows more people get news from mobile devices. Then, use of social networking sites such as facebook, google plus or linkedIn to get news and headlines increase showed in Americans. Research in America by Howe (2011) show how popularity of blogs, social media and other content impacted the way in which news is consumed. This behavior of consume news through social media rather than seek from news web site is preferable for people who have only limited time for having information. However, they who consume news instantly have no awareness to check news credibility.

Online news available in many platforms such as multimedia features (e.g., video, audio, and pictures), interactivity (e.g., users' reactions and polls) and hyperlink to cover news. Research from Opgenhaffen and d'Haenens show that the use of multimedia, interactivity and hypertext applications in online news have an effect on recognition and cued recall, even it depends on news content difficulty and users' web expertise. Experienced users benefit from online features only if news content is difficult while online features result in a drop in inexperienced user's knowledge. Further, inexperienced user have advantages from online features when the news content is easy, whereas it tends to decrease in expert users (Opgenhaffen & D'Haenens, 2011). Therefore, media should know their segmented readers and give benefit according to their preference.

Report from Reuters Institute shows that survey from 2012 to 2014 among five countries (UK, US, France, Germany and Denmark) in accessing news several times a day has risen of 53% to 62%. It also shows that 72% of men access several times a day compared to women with 59%. Number of male who declare their interest in news is 77% while 65% of female also state their attention of news. While television still dominates as favorite platform for accessing news in UK, Germany, Spain, Italy, France, Denmark, US, Brazil and Japan. Finland is the only country which online (including social media) is the most favorite media for getting news. Overall, online media become the second favorite platform for accessing news in majority countries, which is more preferred than radio and print media. From age categories, it is figured out that in most country young people prefer online news while older people choose traditional platform which they have grown up with. News users also can be categorized with 60% of news lovers are male. News lovers are people who access news several times a day and definitely interested in news. In addition, 62% of casual users are female who consume less frequently (once a day to once a month) and tend to be less interested in the news.

Other result from Reuters Institute that survey 19,000 people determines that news about the country, international news, local news about my town or city are in the three top interest for type of news. Next type of preference news is news about my region, business and financial news, news about the economy, entertainment and celebrity news, fun/ weird news, health and education news, arts and culture news, sport news, news about the country's politics, science and technology news. Gender preferences on news depend on news topic. 52% of men prefer politics news while 40% of women who like this news. In sport news, 41% of men read this while only 15% women are interested. In business and financial news, 24% men are more likely to access this compare to only 13% women consume this. However, in local news topic, number of percentage of women who like this is 49% while men are 29%. More gap of health and education news showed that 44% of women has preference in this topic while men percentage was 21%. The widest comparison was shown in entertainment news. With 23% of women prefer to get entertainment news is almost three-times more than men's preference (8%). Moreover, news has a strong relationship with political interest. Media support democracy by providing diversity of news and opportunities for participation in public debate and political process. In Germany, majority of people (42%) are people who are very interested in political. United States has

same proportion (29%) of people who are very interested and somewhat interested in politics. While in other countries (UK, Italy, and Denmark), most of the people answered that they are somewhat interested in politics with average percentage was 38%. From this report, it is clear that women start to have interest in news with the ease accessibility of online news and social media.

### ***News Literacy***

Fact that news can bring empowerment for people drives to news literacy movement with aimed to educate the next generation of news consumers on how to make reliable news and information choice. Example of Stony Brook I'M VAIN model in news literacy help students to determine proper news. This model consists of independent sources are better than self-interested sources, multiple sources are better than a single source, sources who verify are better than sources who assert, authoritative/informed sources are better than uninformed sources and named sources are better than unnamed sources. A study by the Media Insight Project found that 40 percent of adults get news each week from social media and for those who under 30 years old, 70% of them depend on their social media for news. Problems are appeared in this situation such as reliability of "sharing" news where news comes from a trusted friend or relative, misperception of credibility with popularity in retweet or like in verification process. This is the reason for establish news literacy that can encourage people to be aggressive in evaluating information on the web or social media (Eli, Dolan, Schneider, & Ulijaszek, 2016). It shows that in well developed country, news literacy is held and contribute to well understanding on consuming news.

### ***Online Behavior in Indonesia***

In Indonesia, internet users also growth significantly in term of increasing welfare of middle class demand and intense focus of the mobile operators on increasing data subscribers by the supply side. In 2015, number of internet user according to APJII (Indonesian Internet Service Provider Association) would be 139 million. Now, online media has significant role for people to get news in a real time. Individuals use social media to share and consume news stories and if they feel more informed as a result. They also depend on their network of friends to guide them to news article.

In Bandung city, 50% of women start to use internet to get information. Internet become the 3<sup>rd</sup> resource while television was in the top of rank and information from friends and relatives was in 2<sup>nd</sup> main source. Women also mention that status and comment on facebook stimulate them to read online news. However, only less than 5% of them read news completely, others usually skimming and scanning news. According to this study, Cronbach's alpha correlation between personality and media social engage is 0.864 which is considered as high correlation. People prefer to have online activities such as information seeking (4.86), sharing news (3.85), making comment in online news (3.22) and email to government (2.22). (Mayangsari and Oktavia, 2014).

Other case is political participation in social media in Indonesia. More than ten thousand citizens who become followers in Ridwan Kamil (Bandung city mayor) Watch facebook group shows active participation related to the city. In this group, based on media gatekeeping process, it showed that audiences' comments through social media are filtered before it published. Only comments that suitable with media's ideology and social system are accepted. From the members' post, followers have no sufficient news literacy. It was shown when there were complaints about government budgeting in some programs on newspaper, major followers never ask for major clarification about the case (Mayangsari, 2014). news literacy in Indonesia is still in an introduction phase which has no significance portion in education curriculum both formal and informal. Some literacy media movements are held in seminar, roadshow, and campaign in a small scope. However, those events with only about two-hours duration, one week campaign seems not sufficient and give low effect in society. Some media literacy in adult show that majority of adults feel too confident that they have adequate media literacy.

## Methodology

This study use netnography to observe behavior of Indonesian women teacher in using facebook. Kozinets explain netnography as adaptation from ethnography in computer mediated world to explore online behavior (Kozinets; 2010). Netnography is a method that is suitable for studying culture and online communities (Bowler Jr, 2010). Meanwhile according to Daj (2012) netnography reveals how the online community formed through computer mediated communication. Netnography can be used to observe online interaction that reflected culture and understanding of people. It is multi method and adaptable and it is usually used to inform consumer insight.

Referring to common ethnographic procedures, Kozinets (2010) notes the following methodological stages and procedures for netnographic studies. First, formulation of research questions and identification of appropriate online community for a study. Then, process of data collection which is recording data of computer-mediated communications of online community members and observations of the community and its members, interactions and meanings. After that, it continues with analysis and interpretation.

In this study, netnography is conducted in one month to observe behavior of informants. Informants are five teachers who are members of teacher association which is Ikatan Guru Indonesia (IGI) while 2 of 5 are also women activist.

## Result

Informants in this research are DP (teacher and activist), ES (teacher), NK (teacher and activist), TS (headmaster), EWW (teacher) being observed on March 2018 through their facebook activities.

First informant, DP is a teacher in Jakarta, graduated from state university in Indonesia and overseas university. This informant has 4.234 friends and followed by 564 people. She also follows 109 public groups that related to education, teachers, child development from local to international group. There were 8 posts on her facebook on March 2018. She posted news from international and national online newspapers, journal article and video related to social and education. She posted many articles from *teachermagazine.com.au*, *nytimes.com*, *kwed.org*, NCTMchannel (mathematics teachers) youtube channel, *openculture.com*, *unesco.org*, BBC newspaper and video, *cultofpedagogy.com*, and from Indonesian newspaper and community news. Most of her posts has 4 to 76 likes from her friends and 0 to six comments. From DP's post which has the highest number of likes is photos from her activity in community service in a village while an article post that written in English have the lowest attention from her friends.

Second informant is ES, she has 1293 friends on facebook and follows 50 groups which are related to alumni, religion, education, music, culture, politic, association and education. On March, she had 42 posts and liked by 5 to 15 friends. From her posts, there were pictures related to her private life (23), pictures of school activity (8) and the rest is about food recipes.

NK is the 3<sup>rd</sup> informant who is a teacher and environmentalist. She has 2790 friends, followed by 241 people, join 79 groups which are related to education, music, environment, Korean products, culture, politic and alumni. Her posts consist of 1 activism picture, 2 personal picture, 1 school activity picture.

Next informant is TS who is a headmaster in public school. She has 680 friends, join 18 groups related to education, media, alumnus, news, religion and has 18 post on March. She has 10 pictures of her school activities and 8 pictures about her private life.

The last informant is EWW who is a teacher in public school. She followed 40 groups which are religion, education, music and shopping and she has 1.899 friends. On March, she has 35 posts which are 22 school activities, 6 workshop, 2 book publishing, 3 poetry and 2 family photo.

## Discussion

Informants are member of Ikatan Guru Indonesia, an official organization for Indonesian teachers. From the result, it can be seen the difference between women activist teachers' activity and just teacher. DP and NK as activist have more friends and followed by many people. DP used facebook actively while NK is considered passive user. DP shares many information related to education from national to international resources however number of people who appreciated it only 0.1% of her friends. Meanwhile NK has less number in posting with has 0.07% appreciation from her friends. From this information, it can be seen that even though activist teacher had tried to disseminate information through facebook, their networkings seem do not give positive appreciation.

Other teachers who are only a teacher have different facebook activity. They have bigger number of post than activist teacher, however the content of the post mainly about their school activity. They did not give information related to education. However, their posting about photo of their school activity, family activity, hobby are appreciated in greater number of friends, almost 10%.

According to the result, most of readers who are friends of those women teacher are considered as passive readers. They may read the post but they did not give appreciation such as like, comment or share the news. Further, they prefer to appreciate photos of activity but they do not like to read education article.

This result can be compared to other studies in worlds wide perspective. Teachers are start to use online media as part of their live that also accelerate their role in education. According to expert (Sranamkam, 2012) online model using Social Media Application to enhance Knowledge Management skills on Computer Tablet for teacher in Thailand. The research result was teacher learned to use google, facebook and youtube. They created, shared and evaluated using social media. While study from Malaysia (Noh, Mustafa, & Ahmad, 2014) shows that teacher should have better IT adoption because they are supported by institutions. It can be concluded that teachers should adopt technology to improve their education quality.

Meanwhile, study of teacher and parents group in WhatsApp application (Mayangsari & Aprianti, 2017) describe teachers who shared articles in group such as character building for friendship, mother distrust personality and power of pray article.

Further, teachers are connected with technology. In Saudi school, teachers and students (Alabdulkareem, 2015). He found that all teachers and almost 75% of students own smartphone, and almost 85% of the students have Internet access at home vs. 95% of the teachers. In regards the social media applications, teachers and students use WhatsApp as a main tool, with 100% for the teachers, and almost 73% for the students. Both the teachers and the students are willing to use social media in education, and they believe it will enhance their educational experiences, but the practice is significantly low. This result is similar with majority of Indonesian teachers. Even they use online media, it did not give significant contribution to their role as teachers.

Other (Rotaru, 2014) adds finding about schools which are organizations submitted to the knowledge process. This process is characterized by specific activities that finalizes with the development of understanding and learning competences, of forming and developing of cognitive and behavioral models according to the society needs and demands. According this result, IGI as an official teacher organization should responsible to knowledge process to the society.

Other study from Filiz & Fisun (2012), it purposes to determine the social studies teacher candidates' perceptions about media literacy by using a survey method. In this context, teachers and students started to use social media in terms of teaching and learning activities such as information sharing, web based learning, creating discussion groups etc. This also happened in Indonesia teacher that they also shared their information through online media.



## Conclusion

Facebook is powerful social media that enable engagement within community. Further, it is also has power to develop a nation. This research reveals that some women teachers in Indonesia used facebook for sharing their activities related to their school, family, hobby and religion. However, an activist teacher already used facebook to disseminate education information to her community. However, the community gave lower appreciation to education information rather than picture about activities. Regarding this situation, teacher should be aware that her role as educator in community. Teacher could give positive contribution in society through build online education civic engagement for better education in a country.

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